

CHAPTER III

APPEARANCE GOALS AND OBJECTIVES

The determination of directions to be taken and purposes to be served by the program to improve community appearance is a key step in this study. In suggesting the following goals and objectives, an attempt has been made to go beyond the traditional "clean-up/paint-up" approach to appearance and to provide a comprehensive framework for improving all aspects of Woodfin's visual environment.

PRIMARY GOALS:

- 1) To enhance the attractiveness and compatibility of future community development.
- 2) To eliminate existing unattractive elements of the visual environment.
- 3) To protect attractive elements of the townscape.

OBJECTIVES:

- 1) To ensure that visual considerations become an integral part of public and private development decisions.
- 2) To provide controls for certain aspects of the visual environment where appropriate.
- 3) To provide incentives for coordinated efforts to improve appearance.
- 4) To propose and coordinate public and private development activities to improve appearance.

A comprehensive program for improving Woodfin's appearance should be focused on these goals and objectives.